

July 27, 2011

*Via Electronic Filing*

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
Office of the Secretary  
445 12th Street, SW  
Washington, D.C. 20554

Re: Ex Parte Notice, ET Docket No. 10-235

Dear Ms. Dortch:

Pursuant to 47 C.F.R. § 1.1200, *et seq.*, the Advanced Television Systems Committee (“ATSC”) hereby notifies the Federal Communications Commission (“Commission”) of the following ex parte communication in the above-referenced proceeding. On July 25, 2011, Mark Richer of ATSC and Evan Morris of Harris Corporation (“Harris”) met with Erin McGrath of the Office of Commissioner Robert M. McDowell. A copy of ATSC’s presentation has been filed concurrently with this Ex Parte Notice. Harris has filed a separate Ex Parte Notice in this proceeding.

ATSC’s presentation focused on the flexibility and continual development of the ATSC suite of standards. In particular, the presentation focused on the ATSC digital television (“DTV”) Standard (A/53); the ATSC Mobile DTV Standard A/153; the development of the ATSC 2.0 suite of standards; and the start of ATSC’s work on the Next Generation Broadcast Television Standard, formally being referred to as ATSC 3.0. ATSC’s current suite of standards provides the flexibility for broadcasters to add new applications and functionality while maintaining backwards compatibility. This flexibility is crucial to broadcasters in order to allow them to offer new innovative services and to viewers in order to provide them with the ability to continue to use their legacy reception devices and, at a minimum, maintain their current level of broadcast television service.

During the presentation, ATSC also discussed new capabilities currently being added to the existing suite of ATSC standards and its new suites of standards, known as ATSC 2.0 and Next Generation Broadcasting Television. ATSC is currently working on standards to support non-real time services (“NRT”) and 3D television broadcasting. In addition, ATSC 2.0 will be a complete suite of new services for the conventional fixed DTV receiver and ATSC’s Next Generation Broadcasting Television Standard will be a complete overhaul of the existing suite of ATSC standards. ATSC is currently exploring potential technologies to be used to define a new/future terrestrial broadcast digital television standard.



Advanced Television Systems Committee

In summary, ATSC made the following points during the ex parte meeting:

1. ATSC is the organization focused on the advancement of terrestrial broadcast technology. Current implementation of the A/153 Standard is laying the ground work for deploying a host of new innovative capabilities, such as NRT and 3D television broadcasting. Efforts involving the adoption of a suite of Standards known as ATSC 2.0 are currently underway and adoption is planned for this year. Efforts involving the creation of a successor suite of broadcast standards, known ATSC 3.0, will commence this year.
2. The ATSC DTV Standard has proven to be a highly flexible system that supports backwards capability. This flexibility is beneficial to broadcasters by providing them with the ability to offer new innovative services and to viewers by allowing them to continue to use legacy reception devices.
3. Over the next year ATSC will be focusing its efforts on the adoption of ATSC 2.0 and the formal launch of ATSC 3.0 Standard efforts. In the immediate future the worst thing the Commission could do is base its decisions on the broadcast technology of today and not take into account the potential spectrum requirements needed to also support the broadcast technology of tomorrow, especially services that will be made available in the very near future by ATSC 2.0.

ATSC looks forward to keeping the Commission informed on technological developments and advances in the broadcast industry. ATSC will continue to provide periodic updates to the Commission on the scope and progression of its work on ATSC 2.0 and ATSC 3.0.

Respectfully submitted,



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Mark Richer  
President, Advanced Television Systems Committee

*Attachments (1)*

CC (via electronic mail):

Erin McGrath, Acting Legal Advisor, Media, Office of Commissioner Robert M. McDowell